



THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Jack WASSOM et al.
Serial No. : 09/224,211
Filed : December 30, 1998
Title : CUSTOMIZED USER INTERFACE

Art Unit : 2173
Examiner : Ba Huynh

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Commissioner for Patents
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REPLY TO ACTION OF JANUARY 5, 2006

Claims 79-89 and 107 are pending, with claims 79 and 107 being independent.

Independent claims 79 and 107, along with dependent claims 80-82, 84 and 89, have been rejected as being anticipated by Bates (U.S. Patent No. 6,184,886). Claims 83 and 85-88, which depend from claim 79, have been rejected as being unpatentable over Bates.

Claim 79, as amended, recites a method for tailoring a user interface favorites menu for a user. The method includes providing a first favorites menu related to first content and configured to enable access to the first content by users having a first demographic characteristic and providing a second favorites menu related to second content and configured to enable access to the second content, which differs from the first content, by users having a second demographic characteristic, which differs from the first demographic characteristic. The method further includes "accessing a demographic characteristic associated with a user in a database based on the online identifier for the user" (emphasis added) and "based on the demographic characteristic associated with the user, automatically selecting a selected favorites menu from among a plurality of favorites menus that include the first and second favorites menus" (emphasis added). Applicants request reconsideration and withdrawal of the rejection of claim 79, and its dependent claims, because Bates does not describe or suggest accessing a demographic characteristic associated with a user based on an online identifier of the user and selecting a favorites menu from among a plurality of favorites menus based on the demographic characteristic.

Bates describes a system that enables a user of a web browser to store tentative bookmark information by enabling the user to "stage" or "mark" visited sites as potential bookmarks. At a later point in time, the user may review the list of staged bookmarks and "promote" any or all of